

## **METHODS AND SYSTEMS FOR PROVIDING AN INTEGRATED MERCHANDISING AND SHOPPING ENVIRONMENT**

### **ABSTRACT OF THE DISCLOSURE**

A system and method are provided that receive a purchase request from a user that includes purchase profile information. The request is collected along with information provided from one or more suppliers and seller merchandising rules to generate one or more purchase options that matches some of the purchase profile information and marketing objectives of the seller and/or its business partner(s). Further, the system and method may monitor selling and buying activities associated with a type of purchase option provided by the seller. Based on the monitoring, merchandising rules are adjusted that affect how purchase offers are generated and provided to a requesting user. Accordingly, new purchase offers are generated based on the adjustments and facilitate, for example, the seller or its partners meeting its marketing objectives.

CLT01/4603880v1